

GROW FASTER WITH CONFIDENCE: SELL MORE C&I LIGHTING PRODUCTS & SERVICES

How utility companies use BlastPoint's commercial business personas to build robust Commercial & Industrial lighting strategies that sell more products and services and drive revenue growth.

Overview

BlastPoint's A.I.-driven behavioral analytics platform gives energy providers the power to accurately evaluate new business opportunities, capture market share and make data-backed decisions in order to expand their C&I lighting footprint.

Company Profile



North American
electricity
provider



Serves 1M residential
& 150K commercial
customers across 5
states



Operates on a
limited budget



Regulated by
state and federal
laws



Looking to grow its
C&I customer base
to utilize more LED
lighting products

Company Goals



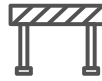
- ✓ Explore new regions and understand varying local regulations to pinpoint potential growth opportunities
- ✓ Identify new C&I lighting customers by verifying their needs, preferences and likelihood to adopt energy efficient LED lighting systems
- ✓ Unlock previously hidden revenue streams by securing more C&I lighting customers

Staying Competitive, Relevant & Nimble in a Volatile Market



Lighting opportunities take many forms.

From illuminating parking lots to brightening warehouses, matching the right business with the right opportunity requires precision outreach.



Business needs, barriers & expectations vary from one industry to the next.

Utilities need to understand what benefits to highlight (e.g. sustainability vs. cost savings) in order to speak their targets' language & help secure deals.



Exploring new regions means understanding differences in local markets & regulations.

Uncovering and keeping track of a multitude of new data through the exploration process puts a strain on budgets and small teams.

The Solution



Market Analysis

BlastPoint's predictive analytics software analyzes business trends across geographies within the utility's footprint to unveil C&I lighting partnership opportunities in different locales. Economic indicators, industry growth patterns, area demographics and government regulations are just some of the areas BlastPoint's algorithms evaluate to understand different markets.



Customer Segmentation

BlastPoint integrates the utility's internal customer data with external data to reveal excellent targets for C&I lighting systems. It evaluates data points like a business's energy usage, buying habits of its customer base, credit rating, company values and more, then scores each target for their propensity to adopt new lighting systems.



Commercial Personas

BlastPoint takes the highest scoring targets and creates predictive commercial personas that the utility uses to understand each potential C&I lighting partner's values, preferences, patterns and needs. Persona insights tell the utility the best channels for communicating with each potential business partner and what kinds of messaging will strike a chord.

The Results

C&I Market Expansion



The utility clearly understands existing C&I lighting opportunities in previously untapped areas.

Ideal Partnerships Identified



The sales team knows exactly who to target, what they need, what motivates them and how likely they are to adopt a C&I lighting system.

Simple, Effective Outreach



The marketing team executes precision-targeted C&I lighting campaigns, sending enticing messages through leads' preferred channels.

New Deals Secured



The utility lands more C&I lighting contracts, generating long-term revenue and future growth.



BlastPoint is ready for teams to use for solving business problems in under 3 months! To learn more about how it can grow your business faster, visit www.blastpoint.io